

# Trade Data Brief

## Cut-flower Exports

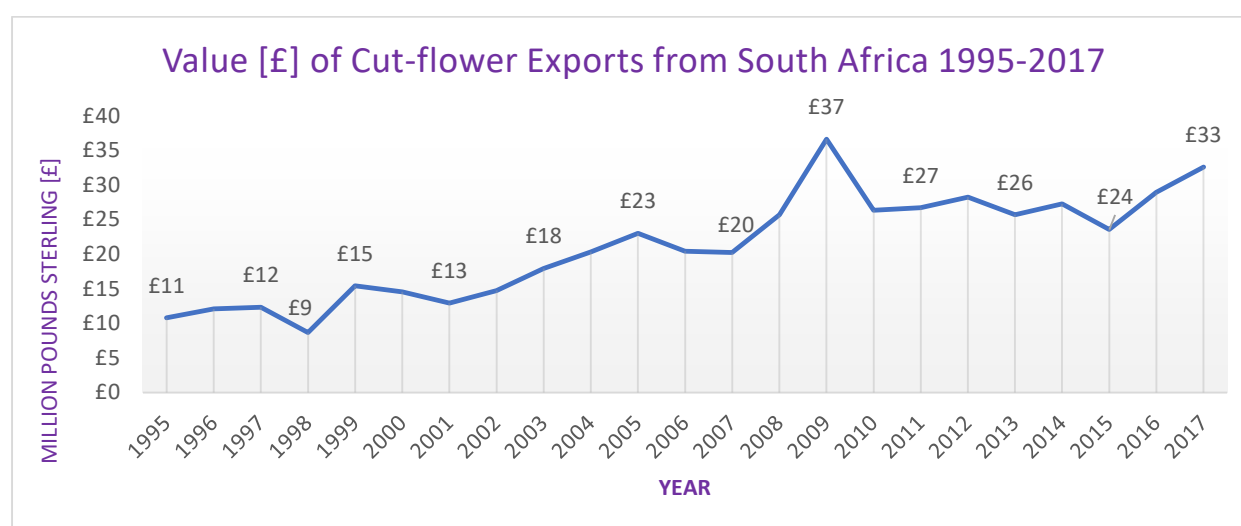
### from South Africa 1995-2017



This trade data brief reviews and analyses the value of cut-flower exports from South Africa from 1995 to 2017. The data is based on the HS92 Data Set, based on the BACI International Trade Database<sup>1</sup>, accessed via The Observatory of Economic Complexity by Alexander Simoes (<https://oec.world>). The database is built from data directly reported by each country to the United Nations Statistical Division ([Comtrade](#)). Import values are reported as CIF (cost, insurance and freight) and export values are reported FOB (Free on Board). The values refer to the purchase that transfers ownership from a resident to a non-resident business, individual, or government. The figures presented here therefore, do not represent (i) the final retail price of the cut-flowers; (ii) the final destination of the cut-flowers, as they may be exported again before final sale.

### Headline Trends

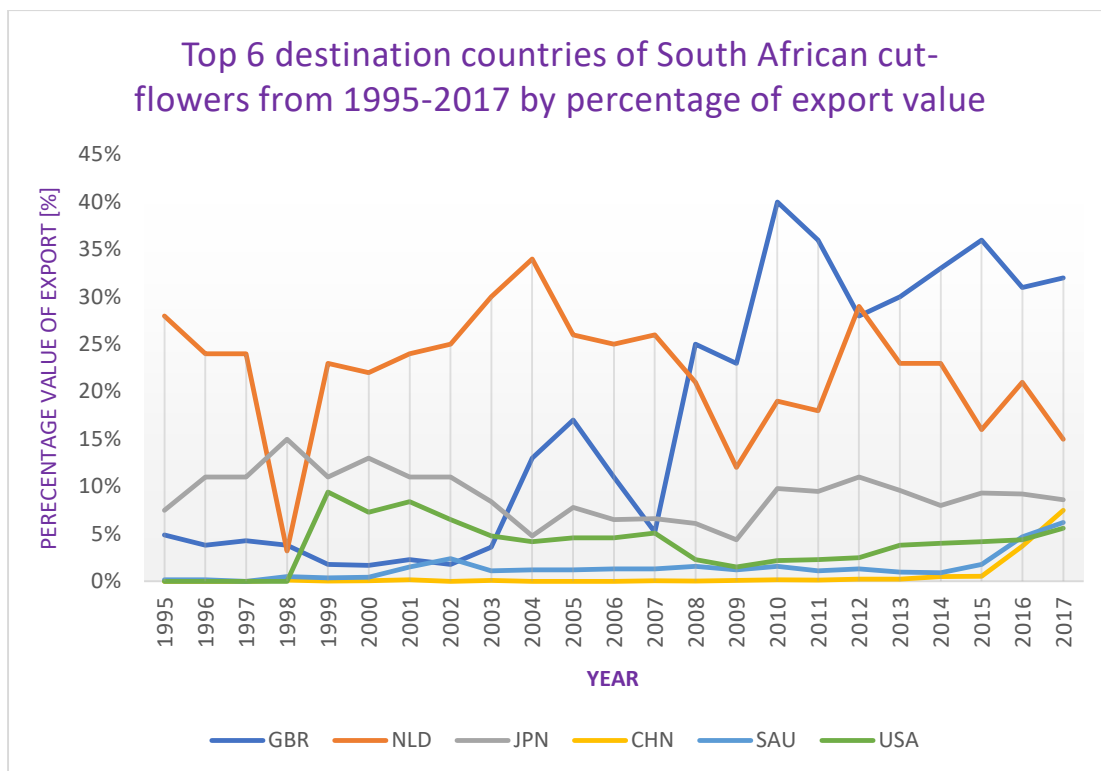
- South African cut-flower exports amounted to £33 million in 2017.
- Data for South African cut-flower exports starts in 1995, the year after apartheid ended and trade sanctions were removed.
- From 1995 to 2017, the value of South African cut-flower exports increased by 302%.
- 2009 was a peak year. It registered the highest value of South African cut-flower exports (£37 million), for the first time crossing the £30 million mark.
- Shortly thereafter, the effects of the financial crisis (and the associated impacts upon the value of the Rand) bore down on South African cut-flower exports, the £Sterling value of which plummeted to £26 million in 2013.
- The industry has had a hard time recovering, and 2017 was the first year since 2009 that exports passed the £30 million mark again (£33 million). However, in local currency terms the figures look much more positive owing to the drop in exchange rate value from 2010.



Data Source: HS92 Data Set, based on the BACI International Trade Database, accessed via The Observatory of Economic Complexity by Alexander Simoes. Conversion rate USD to GBP: 1 USD = 0.77 GBP from [xe.com](http://xe.com) on 23/12/2019.

<sup>1</sup> BACI: International Trade Database at the Product-Level. The 1994-2007 Version CEPII Working Paper, N°2010-23, Octobre 2010 Guillaume Gaulier, Soledad Zignago - See more [here](#).

- South African cut-flowers are exported to a range of countries across the world, with a strong variation over time.
- In the 1995, Germany (38%), the Netherlands (28%), Switzerland (11%), and Japan (8%) were the main destination markets in terms of value of exports.
- While the Netherlands remains an increasingly important partner, Germany, Japan, and Switzerland have become less important, particularly so after 2009.
- Today, the UK is the most important destination country in terms of percentage value of exports at around 32%, followed by the Netherlands (15%).
- Recent years have seen the exploration of new destination markets, including China and Saudi Arabia.

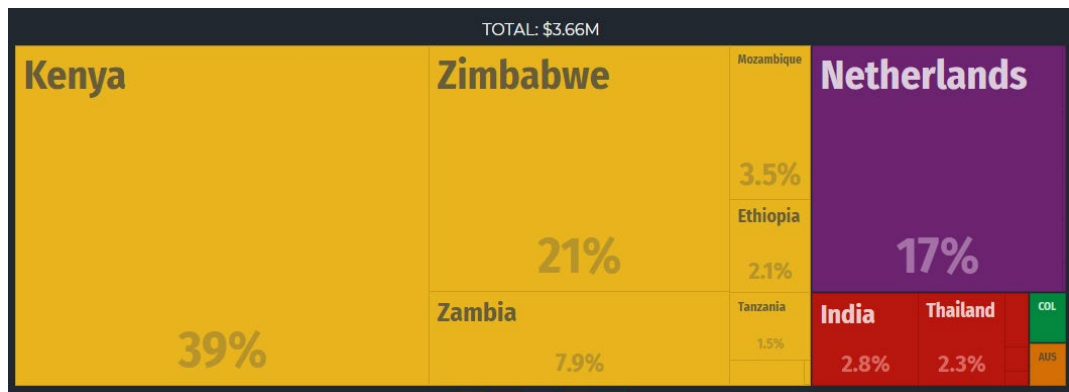


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Country Legend: GBR = Great Britain; NLD = Netherlands; JPN = Japan; CHN = China; SAU = Saudi Arabia; USA = United States of America; DEU = Germany; CHE = Switzerland.

### Where does South Africa import flowers from?

- In 2017 South Africa imported cut-flowers to a value of \$3.66M.
- The majority of these flowers were imported from Africa, with 39% coming from Kenya, 21% from Zimbabwe and 7.9% from Zambia.
- The Netherland were also a significant source of providing 17% of all imports, to the value of around \$600,000.



See our project website for more resources, references to sources, links to articles and project updates at: [www.sustainableflowers.coventry.domains](http://www.sustainableflowers.coventry.domains)

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